

THE POINT

THE FITCHBURG STATE COLLEGE STUDENT JOURNAL

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WEEK OF DECEMBER 7, 2000



Shuttle service a success

BY STEPHEN LANDRY

It's a maddening daily ritual for many commuter students and members of the faculty and staff at Fitchburg State College - the seemingly endless, slow-speed crawl around campus in the fruitless search for a legal parking spot. With the precious minutes to class time quickly ticking away, the hunt becomes desperate, the driver frustrated. Particularly cruel are the brief glimmers of hope that arise, only to be snatched away. That beautiful, empty car-length spot along the sidewalk? Of course there's a hydrant. That student, car keys in hand, approaching the parking lot as you watch, ready to pounce, she's leaving, right? Not a chance. In fact, you can safely bet the rent that she's merely swapping books or going to listen to her car radio between classes. You honestly thought she was going to give up her precious parking space? You sad, misguided fool...

It's easy to become overly dramatic when the topic is FSC's notorious parking situation. But, as Twain once said about the weather, it appears that while many people complain about the problem, no one actually does anything to solve it.

Well...that's not exactly true. In 1988, the college decided to try out a shuttle service for freshmen. The plan was an immediate disaster.

"We required freshmen to park at the (Wallace) Civic Center, and we contracted for a bus to run the route and provide transportation...and it didn't work," explained Carolyn Reidy-Ruberti, administrative assistant for the Campus Police. "What

looked good on paper didn't quite succeed in practice." In addition to a lack of effort put forth by the school to advertise the new service, it was difficult to enforce the new parking requirements for freshmen. New students, either unaware of the new system or simply ignoring it, continued to park illegally in lots or on the streets. "It didn't alleviate the parking problem in the lots, so we kind of scrapped the idea," Reidy-Ruberti said.

With increasing student enrollment, the problem continued to grow worse. In 1998 the idea of a shuttle was reconsidered, and school officials were determined not to repeat mistakes made in the past.

For starters, they decided to use a smaller bus. The full-size school bus tried in 1988 was simply too big to successfully navigate some of the narrow streets and tight corners on campus, resulting in a long, slow trip for students. A circuit of no more than 15 minutes was decided upon.

In addition to "a lot more advertising" this time around, Reidy-Ruberti said that lifting the freshman restriction was another decision crucial to making the shuttle a viable alternative. "We didn't try to restrict it to one segment of the population, because we realized that it would just not work."

A three-year contract with Gokey & Quinn was signed, and the new shuttle service was begun. Reidy-Ruberti admits that the initial results were disappointing. "Ridership was low," she said. She believes this many have been because the service was started in the middle of the school year.

Patience paid off, however. Ridership gradually grew as more students found that parking at the Wallace Civic Center and shuttling back and forth to classes did wonders when it came to relieving the stress of searching vainly for legal parking spots closer to campus.

The shuttle was finally a success. So much so that an additional bus was recently introduced to compensate the the overflow of passengers during peak hours. The shuttle driver had been forced to put far too many people on the small bus, and "the ride was just too long. So the Campus Center offered to have their own bus run at peak times. [They've] been wonderful picking up the slack," Reidy-Ruberti said.

However, this imposition on the Campus Center may be coming to an end. The contract with Gokey & Quinn is up for renewal this summer, and Reidy-Ruberti anticipates

that the college will negotiate for a second shuttle to provide service for the busiest hours. Currently, about 150 to 160 people take advantage of the shuttle service each day.

The Wallace Civic Center allows the college to use its parking lot free of charge. An obvious question arises: Have there been conflicting schedules between school and Civic Center? Reidy-Ruberti laughs. "Once. The very first year. They had some sort of dance thing going on there, it was a daytime thing. We couldn't use the lot. It was not pretty, not pretty," she said.

Reidy-Ruberti anticipates continued success for the shuttle service here. She said that the service costs almost \$41,000 for the school year - "a ton of money" - but that it has been worth it. "I know that the people who do use the shuttle really appreciate it. We have a lot of faithful riders," she said.



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THE POINT considers for publication letters to the editor on any topic of interest to the Fitchburg State College community. All submissions run at the discretion of the Editor-in-Chief and are subject to editing for style and length.

All articles must be typed (preferably on electronic format) and include a name and phone number in case of questions. All letters in response to an article must be submitted within two days after the article is published.

Announcements should be short, including dates, places, times and a contact person.

The content of any article labeled Opinion does not necessarily represent the views of The Point, its staff, or Fitchburg State College.

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Don't even THINK of parking here

Joanna Jackson

Finding a parking place may soon become even harder for Fitchburg State College students when a new resident-only parking restriction goes into effect on streets near the campus.

Ward 4 Councilor Matthew Straight introduced a proposal banning parking on certain streets near FSC to all but neighborhood residents. Cars parked on Cedar and Pacific streets will be required to display a sticker showing that they belong to street residents.

This move comes in response to years of complaints by residents that college students are taking up the available parking spaces, Straight said. He began hearing complaints when he was running for office.

Straight said he invited residents of these streets to come to a meeting to discuss the parking issues. Those who came unanimously supported the sticker program, he said, adding that when he gets this kind of response from his constituents, "it's tough to say no."

Officer Paul McNamara of the Fitchburg Traffic Bureau agreed that improper parking by college students precipitated the parking restriction proposal. He said that students often don't show consideration or respect for the residents of those streets, parking close to or blocking driveways.

McNamara said that there are many senior citizens living on these streets, and the parking problems cause safety problems for them.

"People can't get in or out of

THIS MODERN WORLD

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1. WOULDN'T IT BE WACKY IF BUSH AND GORE WERE BOTH PRESIDENT? JUST IMAGINE THE COMEDIC POSSIBILITIES!

I WANT TO DO ONE THING-- --BUT I WANT TO DO ANOTHER!



OH, YEAH! WHAT A COUPLE OF KNUCKLEHEADS!

2. OR WHAT IF THEY SETTLED THIS MESS AS CONTESTANTS ON A POPULAR GAME SHOW? WE'RE QUAKING WITH MIRTH JUST THINKING ABOUT IT!

ALL RIGHT, IT'S TIME TO PLAY-- WHO WANTS TO BE A LAME DUCK PRESIDENT FROM DAY ONE?



I'D LIKE SOME DIFFERENT CONTESTANTS, PLEASE!

3. AND SPEAKING OF ZANY-- HOW ABOUT THOSE DARNED CHADS, ANYWAY? WE DON'T KNOW ABOUT YOU, BUT WE CAN'T JUST CAN'T GET ENOUGH OF 'EM!

MY NAME IS CHAD--AND I HAVE A DIMPLE! WELL--AT LEAST YOU ARE NOT PREGNANT!



OH, STOP! YOU GUYS ARE KILLING ME!

4. FINALLY, LET'S NOT FORGET THE NEWLY-RELEASED "GRINCH" MOVIE--ELEMENTS OF WHICH CAN BE TRANSPOSED INTO A POLITICAL SETTING FOR A REAL LAFF FEST!

now playing



I THINK I'LL WAIT TILL IT COMES OUT ON VIDEO!

DID YOU "GET" THE JOKES?

1. The humor in this panel derives from the fact that two presidents sharing power would often have trouble agreeing on a course of action!

2. Any cartoon featuring Regis Philbin is, by definition, funny.

3. Phrases such as "pregnant chad" take on a whole new meaning when they refer to someone actually named Chad--making this panel a real knee-slapper!

4. Humorists often use popular culture as a starting point on the road to insightful commentary! NOTE: Republican variations on the "Grinch" theme are also possible, and every bit as amusing!

their driveways," he said. He added that if a resident is elderly or a Junior Operator, trying to avoid improperly parked cars could make manoeuvring out of a driveway hazardous.

A walk along Cedar and Pacific streets quickly shows cars with green college resident parking stickers lining both streets. Residents on the streets make their views known by posting signs like one on Pacific Street that says "Don't even THINK about parking here."

McNamara doesn't see the parking restriction as a quick fix and said that there are many problems associated with enforcing a parking restriction. In addition to advising students to use the Civic Center parking lot, he suggests that college students get together and try to figure out ways "to make harmony in the community."

Providing parking for college students is not the responsibility of

the city, McNamara said. Straight also said that neighborhoods could propose a total parking ban, but that no one wants to do anything so drastic. He is trying to implement measures that would be "reasonable for everyone."

FSC has taken no official stand on this issue, according to Daniel Flynn, vice president for Advancement. "We are trying to solve our own parking problems," he said.

Flynn understands why local residents might be upset if students and college staff park for long periods of time on the streets. The college continues to look into ways to ease the parking problem, he said.

According to Flynn, at one time the college did not allow resident students to park cars on campus at all. The current system of allowing students to park overnight in commuter and faculty lots, if they are moved by 8 a.m., was a compromise to provide more spaces for those liv-

ing on campus.

The college considered the idea of limiting freshman parking privileges, but never took a position on it, Flynn said. "Why pick on the freshmen?" he asked.

Other options such as building a parking garage are not possible because the cost is too high, Flynn said. He said that to build and maintain a parking garage would cost about \$15,000 per parking space.

Flynn acknowledges that not only is there a lack of parking space, but also a "strategic lack." People like to park next to their building, he said, adding that often there are spaces available at McKay and the Civic Center because those are not close to the campus buildings.

Marie Davidson, a secretary in the English Department, often parks on the streets near the campus when she finds the Cedar Street faculty lot

Continued on page 11

www.thismodernworld.com ... tomorrow@well.com ... 12-6-00 ... TM THH RR-W

MURDER CAN BE JOLLY GOOD FUN

Joanna Jackson

If laughter is the best medicine, then the Falcon Players at Fitchburg State College have the cure for what ails you. The FSC theater program is offering us an opportunity to take a break from Christmas shopping and winter colds; this play is definitely the hit of the semester.

"Drop Dead!" was written by Billy Van Zant and Jane Milmore, TV comedy writers who have written for shows such as "Hanging With Mr. Cooper." It is a play about a play and among the cast are the usual fare: the gay director trying to put together a play that will once again bring him into popularity, the playwright who has spent years creating a script that talks about the deep philosophical meaning of life, the bimbo with ties to a producer who doesn't understand anything beyond the box office results, the prima dona who hasn't been seen on stage for years, the very old "grand dame" actress and, the surprise addition, an actor who is only acting the role of an actor.

If it all seems a bit confusing at first, that's fine, it stays that way as the cast acts out a murder mystery and quickly becomes involved in a real one. The jokes are frequent and corny - just perfect for a play which centers around the murder of a man named Lord Barrington who "died in the gouda - sliced thin."

Early on, we are introduced to the cast and watch as they prepare for opening night. Between a romantic leading lady who can't act, an elderly, eccentric, former star who can't hear, and a scene-grabbing ham or two, the actors fight for center stage in a performance which leaves the audience laughing continuously. Blatant comedic tricks are repeated and are newly funny each time.

Later, the playwright, having become frustrated at the changes made to his play, dons a choir robe and takes a place on stage. He takes advantage of every opportunity to explain to the audience the meaning and symbolism behind each line - snow and the eternal circle of life; the "ever-present specter of death who looms over all of us;" a bra, conveniently left at the scene of the murder, representing human sexuality.

Soon, however, the cast are dying for real and they deal with this in ever funnier ways until finally, the murderer is revealed.

First-time director Ryan DiCarolis, also an FSC senior, put on the play to give students a break from the usual offerings of Shakespeare, Dickens and Moliere. DiCarolis said he wanted to offer a "refreshing change" to audiences that may have had one too many serious plays "rammed down their throat."

Most of the cast have worked together for a long time in such plays as "The Tempest" and "Romeo and Juliet," and it would be difficult to select a star from among this play's cast of comedians. Each actor proves more than capable of extracting every laugh possible from their audience. The performance, perfected during only four weeks of rehearsal, gives something

Continued on page 11

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Hey there, Nick. Looks like you cut your head pretty bad there. You might want to go home and put some antiseptic on that.



Shaving accident...no big deal. You know how straight razors can do that to you sometimes.

Well then...if I were you, I'd consider maybe using a safety razor instead.



I don't think so, Johnson.

It's hard to shave a tattoo of your wife's name off her old boyfriend's arm with a safety razor...especially if he's not into it.



Next time it might be safer to use a radial disk sander for that kind of job.

You're a vile one, Mr. Grinch...

by James Sposato

I really want to know how much crack was being smoked when this project got the green light.

"Hey! I got an idea. Why don't we take one of the most beloved holiday stories written by the 20th century's best children's author; a story which has already been turned into a classic cartoon by the most memorable animator of all time and redo it as a live-action special effects spectacular with no soul, bad editing and cast one of the most insufferable, mugging, no-talent hacks ever to malpractice the art of acting in the lead role. Don't bogart that pipe, man." Feh.

If you want to see a live-action film that carries on the spirit of Dr. Seuss, go rent *The 50,000 Fingers of Dr. T*. Once you see two old men on roller skates connected by their beards, chasing a small boy through a Seussian landscape, the Baroque curlicues of Ron Howard's smear of slime are shown for the desperate ornaments they are.

Speaking of which, what the hell happened to Ron Howard? After making it out of the cinematic gutter, he has frittered his credibility away on films like *The Paper, Ransom* and now this piece of crapulence. Early versions of the script had to be re-written when Theodor "Dr. Seuss" Geisel's widow objected to the bathroom humor.

But hey, other than a few dick jokes, *The Grinch* remains faithful to the plot of the original tale, it just stretches that basic idea for too long

and pads it like a linebacker until it couldn't be distinguished from one of those unfunny movies made from an SNL skit. The burbling immature humor, the cookie-cutter characters, alternately inane and pretentious dialogue and saccharine play at the audience's emotions never allow the film rise above its shallow, CGI kid flick roots.

Screenwriters Price and Seaman (who last provided America with *Wild Wild West*) originally won writing accolades for the very entertaining *Who Framed Roger Rabbit*, but their recent credits reveal them as miscreants who have, by sheer force of talentless will, hacked out that most questionable niche: writing remakes of films and TV series that do not need to be made. These remakes exist only because they could be; because they could make lots of money for studios by rehashing earlier successes.

And, of course, as the perfect star for such an effort, there's the ubiquitous Jim Carrey. He stomps through this movie like a humorless bully kicking apart a little kid's snowman. He will likely get his fair share of guffaws, but I could swear I have seen him play a crazed trickster in green make-up before. I think it was called *The Mask*. There were innumerable moments that made The Grinch seem like the same lame character as always. There is nothing here that Carrey has not done before as The Mask or The Riddler or The Cable Guy and so on ad nauseum. It was all very, very tired.

The screenwriters blame the Grinch's vengeful agenda on a failed romance in his youth. How does this backstory enhance the tale? If Doctor Seuss didn't think it necessary to explain why The Grinch was cold and mean (not evil) why did Price and Seaman think they had to? Was this supposed to somehow make the character better?

If so, they failed miserably. This Grinch is a vulgar one-note joke. A simple thirty-minute cartoon made him a far more appealing and interesting character than anything this movie did with him.

I can almost hear you: well then, James, how would YOU have done it better? Very simple answer: I would not have done it at all. If you're not going to do it better, don't do it. If you can't put a refreshing new spin on a premise or a character or dazzle the audience in a manner other than "Lookie all the special Ee-fexes we put in!" THEN DON'T FUCKING DO IT. *The Grinch* took 8,000 separate prosthetic make-up applications to bring the story to life and still achieves less impact than what Chuck Jones was able to get with pen and ink.

Things become beloved classics because of what they are, what they evoke in us, not because the amount of money that went into making them or because the ad agency hyping the product decided to call it an instant classic.

"How The Grinch Stole Christmas" is a classic because Dr. Seuss never spoke down to the children that formed his audience. His appreciation for their intelligence and imagination are hallmarks of his work. Somehow, *The Grinch's* fart and vomit jokes just don't seem to garner the same respect as Dr. Seuss' lyrical wit.

Dr. Seuss deserves much better than this.



Jim Carrey mugs Dr. Seuss and annoys the audience as The Grinch

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MARINES LEFT FROM NORTH CAROLINA AND, UPON ARRIVAL IN THE U.S., SET UP BASE IN "CAMP LEJEUNE," A SITE CHOSEN FOR ITS LOCATION AND ITS EXISTING MILITARY FACILITIES.



U.S. PRESIDENT BILL CLINTON EXPLAINED THE OPERATION--

WE CAN'T HAVE THIS POLITICAL INSTABILITY IN OUR OWN BACK YARD.



WE'RE GONNA LEARN'EM SOME DEMOCRACY!

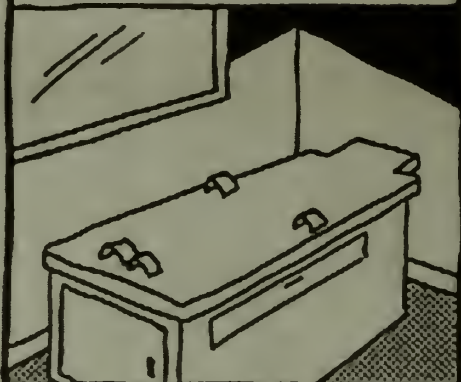
CLAIMS OF ELECTION FRAUD AND IRREGULARITIES SHOULD NOT BE SURPRISING IN THIS BACKWATER DEMOCRACY...

...AND THE ARROW LOOKED LIKE IT WAS POINTING AT GORE...

I'LL NEED YOU TO JUST TAKE A BLANKET, MA'AM.



THE U.S.'S INCREASING ECONOMIC DISPARITY AND ITS INSISTENCE ON SUCH BARBARIC CUSTOMS AS CAPITAL PUNISHMENT RELEGATE IT TO THIRD WORLD STATUS.



AS U.S. SECRETARY OF STATE MADELEINE ALBRIGHT EXPLAINS...

THIS MISBEGOTTEN BANANA REPUBLIC CAN'T EVEN OFFER ITS CITIZENS DECENT PUBLIC EDUCATION OR HEALTH CARE!



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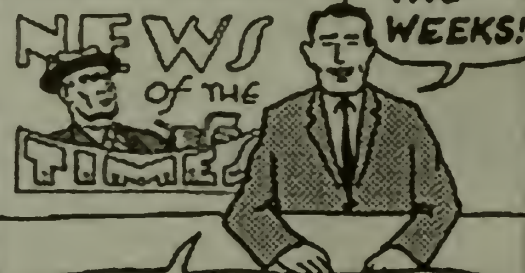
I CALLED "DO-OVER"!

BUT I CALLED "NO DO-OVERS"!



WHEN WILL THE MARINES WITHDRAW? SOME SAY THERE'S NO WAY TO KNOW... BUT WE AT "NEWS OF THE TIMES" NOW PROJECT A WITHDRAWAL IN

TWO WEEKS!



AND WE ALSO NOW PROJECT THE MINNESOTA VIKINGS THE WINNERS OF SUPER BOWL XXXV! CONGRATS, VIKINGS!

Rollin' with Th' Dawg: park and ride

Well it's here, the days are getting shorter, the winds are biting a little harder and the inevitable is bearing down on us like Lance Armstrong on the Champs-Elysees. You all know what I'm talking about, no not winter, semester break! If you're like me, thoughts are consumed with warm climes and stress free nights so here are the Dawg's top 5 bike vacation trips that'll get you, and your bike, away from it all.

#5: Any where near Southern California. Yes, yes, it's true, people there can ride year round, even though the locals are acclimated and they complain about the weather. Go figure. To hook up with some great fully supported rides check out scenic-cycling.com. They do the Pacific coast to Mexico, Napa Valley, and tour Inn to Inn around Santa Barbara. Nice.

#4: If exotic locals are your bag but can't afford the overseas thing then, Aloha! Hawaii offers some of the most beautiful landscape, seascape, mountain and jungle riding in any of our 50 states. It can get a little pricey but check those islands out at GET-AWAYADVENTURES.com.

#3 Hauls us back into reality, somewhat but still out of the country, cheap, not Tiujanna cheap, but close, Baja. Some of the best off road and road riding can be found all through that region and if you surf to ramblin-roadadventures.com they can set up a dream bike vacation in sunny Mexico, just don't drink the water.

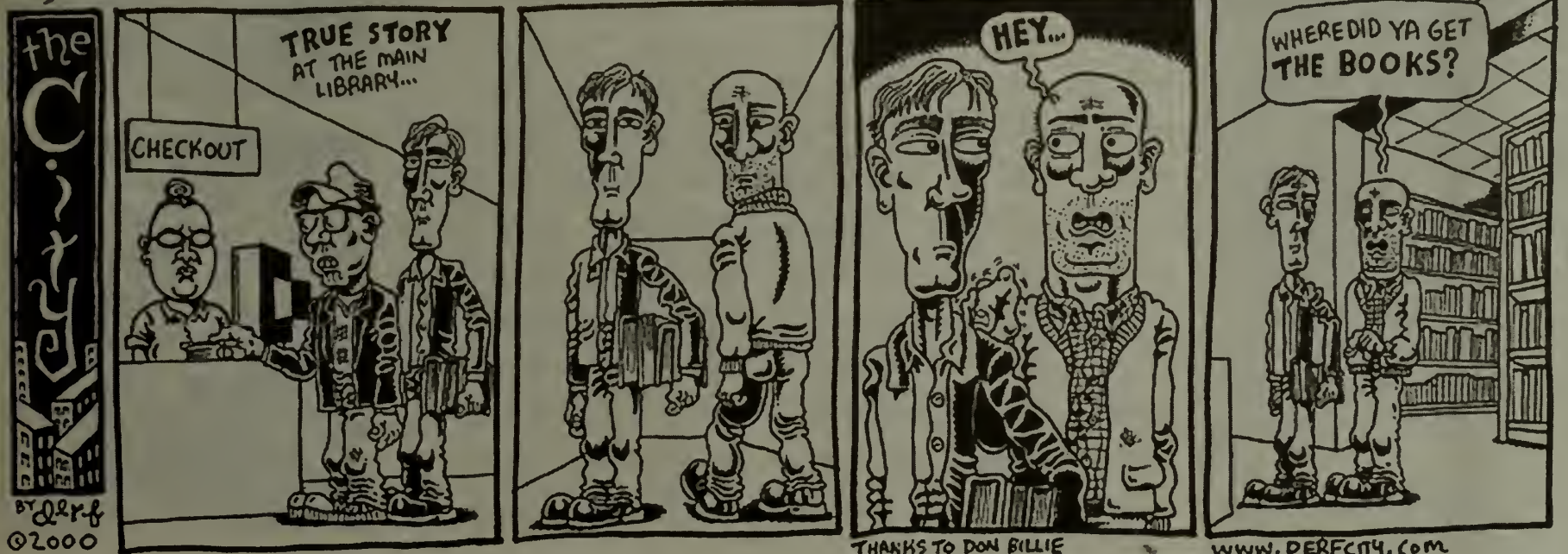
#2 What would be better than a cruise to shake off the cold? Well at bike-andcruise.com the trip of a lifetime can be had for fairly short dough. Imagine, you and your bike sailing around the Caribbean to remote ports and then riding the back roads and trails in a tropical paradise. Ah, lovely.

And finally the #1 bike vacation pick from the Dawg is, just stay home and ride! That's right you wimps, what's a little winter anyway? Jack Frost

got your nose? Get out and do something! Ski, snowboard, ride if you can, but if Mother Nature gives us too much, join a fitness center. There you can work out to great tunes (the Dawg's top ten biking tunes next time) and sweat your ass off spinnin'. But, if you're like me (broke) these suggestions are just mind fodder for the winter doldrums, a little something to chew on from the Dawg. Break out your woollies and ride. It beats going to class.

So, if there are any rich coeds that need a partner on one of these trips, just write the Dawg, care of The Point, and I'll be there with bells on! Seriously though, bicycle trips, whether supported or not, do require some planning so before you commit, check out references and credentials of the tour company, weather and topography of the area and be sure to gear up, you'll be glad you did. Speaking of gear, being a starving student can put a major crimp in the schwag department but stick with the Dawg for some righteous money saving tips on clothes, essentials and parts. I spell that catalog shopping.

Now I don't condone dissing your local shop, but if funds are down, then check out the catalog scene. The end of the seasons are the best times to pick up discontinued and over stocked items from the previous year. You can check out a couple of my favs on the web first, then get mail order if you like. One of the best discount catalogs is bikenashbar.com. They have real low prices and plenty of end of season stuff, but I'd keep to the name brands. Another is Colorado Cyclist, they have a huge selection of just everything you'd ever want or need. They are on the web at coloradocyclist.com. So if your looking for seasonal gear, parts or just x- mass gifts for the cyclist in your life, follow the Dawg to discount land. And remember, any goodies for me can be sent to the Point in my name, you'll make my holiday. Well guys, time to go, so remember, ride safe, and often, The Dawg.



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Honor Society installed at Fitchburg State

Theta Xi, the Fitchburg State College chapter of Alpha Lambda Delta, the national honor society for freshmen, was installed recently at a ceremony at the college.

Dr. Glenda Earwood-Smith, executive director of the national association, visited the college to officially recognize the chapter. In order to qualify for membership, students must have earned a GPA of 3.5 or higher, while carrying a full-time load of studies. Honorary members initiated at the event included President Michael Riccards; Dr. Patricia Spakes, vice president for academic affairs; Dr. Shirley Wagner, associate vice president for academic affairs; Dr. Roberta Adams, interim dean of undergraduate studies; and Dr. William Strader, former professor of special education, and original faculty advisor to the group. The current academic advisor, Dr. Irene Martyniuk, is already a member.

The Alpha Lambda Delta national honor society was founded in 1924 at the University of Illinois, and has over 220 chapters throughout the United States. Once initiated, students are lifetime members, and are eligible to apply for undergraduate and graduate fellowships given by the organization. The purpose of the society is to encourage superior academic achievement among first year students, to promote intelligent living and a continued high standard of learning, and to assist women and men in recognizing and developing meaningful goals.

Students inducted were Joshua Burchard, Angela Burgess, Alan Detty, Ronda Ranae Farrell, Jaymie Lynne Rines, and Katrina Stathis, all of Fitchburg; Dennis J. Ciccone, Jr., Amy Lynn Orlando, Marijah Tessier, and Roger Thebeau, all of Leominster; Brooke Phelps of Lunenburg; Carolyn Candiello and Samantha Martin of Ashburnham; Brenda Gail Keney of Winchendon; Katherine Marie Carpenter of East Templeton; Craig Garceau, Matthew Rivard, and Julie Walsh of Gardner; Katherine Black, Meghan Fitzpatrick, Matthew Thomas Walsh of Pepperell; William Bourbeau and Amy Beth Moorehouse of Townsend; Joseph Edward Lemanski and Jorge Medina, Jr., of Clinton; Samatha Baker of Southbridge; Rebecca Bennett of Northborough; Cassandra Hammack of Lynn; Patricia Caitlin Hurd of Plymouth; Michelle Lyn Hutchison of Lowell; Michael Jacobson of Pembroke, Theresa Journeau of Bellingham, Amanda Marie Kenefick of Norton; Nicole Mazza Perry of Brockton; Benjamin Adam Reed of Somerset; Jeanne Scaffardi of Westford; and Sarah Beth Billington of Cumberland, RI.

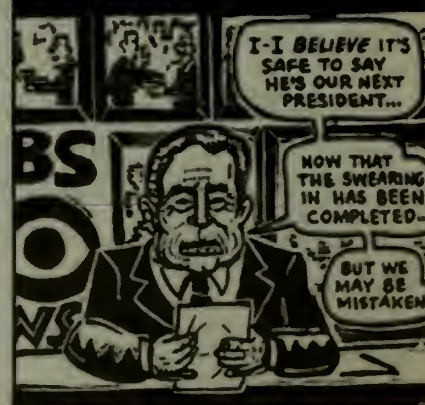
After all this craziness and confusion,
some changes will be made.

FUTURE ELECTIONS

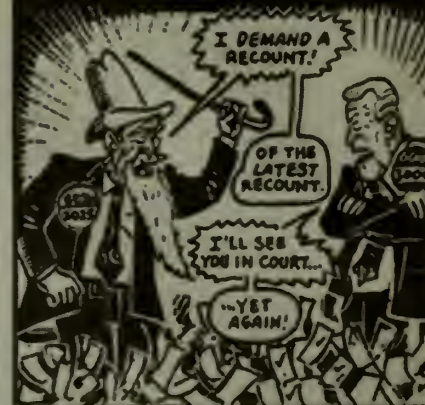
Ballots will be clearer



The media won't report any outcome until
a winner is absolutely, positively certain.



Even if there are voting irregularities, recounts
must be concluded within four years.



Bill Clinton will eventually have to leave office.



Marketers say FSC stands for Family Style College

by Matt Walsh

"We've done enough research to blur your eyes," Fitchburg State College Public Relations Director Mike Shanley said at a recent on-campus press conference. The research to which he referred was done by FSC's marketing team, chaired by FSC President Michael Riccards, to decide how to market the college. Unfortunately, Shanley said, there are no easy answers.

Recently, FSC teamed up with the eight other Massachusetts state colleges to launch a joint campaign, showing the colleges as being more comprehensive than the community colleges but at the same time more personal than state universities. The state colleges of Massachusetts received a special grant to launch a small ad campaign this fall to promote the state-college system as a whole.

They had a number of obstacles to overcome. One was that the nine state colleges - FSC, Framingham State, Worcester State, Westfield State, Salem State, Bridgewater State, Mass. College of Art, Mass Maritime Academy and Mass. College of Liberal Arts - don't share a lot of common characteristics. Another problem was that only so much money could be spent, and so the commercials had to be short.

"All of the state colleges have very different attributes," Shanley said during a phone interview. "We also had very limited resources, and needed to get our message across in about 15 seconds."

The result was a series of three short ads, featuring simply drawn cartoons. One showed a boy flying a paper airplane before being transformed into a pilot flying a jet. In another, a girl's toy house became her own corporation; and in the third,

a toy boat became a cruise ship. Each spot ended with the slogan "The state colleges of Massachusetts: you CAN get there from here."

Some have complained that the ads were vague and insubstantial. But they couldn't be specific, because they covered such a wide range, and the 15-second time slot was a severe limitation.

"We wanted something that would capture people's imagination and ... stand out from the crowd," Shanley said. "We wanted it to pique people's interest."

Aside from the state college promotions, Shanley and his team have worked to provide some individual promotion for FSC. The most concrete step to promote the college has involved two radio ads that have been running since last spring.

The first is aimed at 18-to-22-year-olds and is being played on WAAF, a hard-rock radio station out of Worcester and Boston. In this "Stadium Ad," we hear two students in a gigantic lecture hall complaining that they can't even see the professor from their seats. The ad ends with an announcer inviting students to "come to Fitchburg State College, where the student-to-teacher ratio is 12 to 1."

The second radio ad is aimed at graduate and continuing-education students and is being broadcast on WXLO, an easy-listening station out of Boston. In this ad, we hear a game show called "The Collegiate Challenge," where the contestants from FSC are up against those from "The Big University." The Big University contestants cannot answer the first question, a piece of trivia involving Sigmund Freud. The second question is aimed at FSC: How many graduate and continuing-education degree programs does FSC offer, and can the contestant name

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any six of them? The six chosen out of the 30 programs: business, computer science, nursing, education, counseling and communications. Like the stadium ad, this ad boasts of small class sizes and accessible professors.

Shanley said he and his associates chose to do radio instead of TV ads for a couple of reasons. For one thing, TV ads are "incredibly expensive," even more so than radio, Shanley said.

The success of the radio ads has not yet been determined. At the press conference, Shanley wondered whether WAAF and WXLO had been wise investments because of

their huge listening area, since the majority of students who go to FSC are from the immediate area.

One thing that was clear was the angle: Shanley and the marketing team knows the main thing that makes FSC stand out, and they are using it to its fullest advantage in the ad campaign.

"Small size, accessibility of faculty, family environment," Shanley listed as the most appealing aspects of FSC. He said these are the main reasons students go to FSC, and the marketing team plans to highlight them.

From the desk of The Fame Fairy

Mike Myers: 7.30 and holding. Perfectly balanced, just waiting to see how the lawsuit turns out.

Vincent Gallo: 8 minutes and sliding. *Buffalo 66* sucked and he then dissed co-star Christina Ricci.

Gwen Stefani: 9.15. Still working it. But why?

Regis Philbin: 10 minutes and rising. God only knows why.

Brad Pitt: 10 minutes and holding. The wedding helped.

Winona Ryder: 11 minutes and sliding. Back in the gossip pages and nobody cares.

John Goodman: 11.30. Two words: "Normal, Ohio."

Samuel L. Jackson: 12 minutes and holding. Needs to make up for *Shaft*

Matt Damon: 12 minutes and sliding. The whispers are true, people are getting almost as sick of you as they have of Ben Affleck.

Britney Spears: 13 minutes and sliding. Don't tell her though...this should be good.

Bill Murray: 13.30. *Charlie's Angels*? What the hell were you thinking?

Rob Schnieder: 14 minutes and sliding. Look for his latest misfire *Animal* out soon (Can you say "straight to video?") How did he ever get to be famous to begin with?

Andre Braugher: 14.15 and sliding. Moves to the big screen and makes a karaoke movie?

John Travolta: 14.30. Been coasting on *Pulp Fiction* for six years now; run's almost up.

Robert Downey Jr: 14.50 and holding. There's a difference between fame and notariety.

Courtney Love: 14.59. Repeat after me - S-O-L-D O-U-T

Johnny Rotten: 15 minutes (and then some). As above only moreso.

Dr. Laura Schlessinger: 15 minutes. It couldn't happen fast enough.

Anna Nicole Smith: 15 minutes. You got your money, now shut up and go away.

Eminem: Time's up. Boy, that was quick.

Cybill Shepherd: Time's up. Saw the new talk show. It truly was your last chance.

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...TRUE CRIME...

TALK ABOUT HARSHING HIS MELLOW

Robert Poshutsta of Nobleville, IN got a call from the Hamilton County sheriff's department stating they were aware of the of the marijuana plant growing in his backyard. They said if he were to cut it down and bring it to the office, they would not file charges. When Poshutsta did this he was immediately arrested for marijuana cultivation. It turns out the call he had recieved was a prank.

BOOZE, BROADS AND BUCKSHOT

Debra Fuller decided not to press charges against her employer, gonzo journalist Hunter S. Thompson. He explained the reason he shot her with a shotgun while she was tending his property in Aspen, CO was he had mistaken her for a bear and was attempting to shoo her off.

SEEFOOD

Charles Dellaria, 37, of Mashantucket, CT was arrested for the theft of an ice chest. He saw the chest unattended on a local dock and, assuming it contained lobsters, walked off with it. It wasn't until he opened his haul, he discovered the chest in fact belonged to the New England Eye & Tissue Transplant Bank and contained human corneas.

LAND OF THE FREE

A judge in Lake County, IL, fined Thomas LaBarbera \$100 for disturbing the peace after neighbors complained the American flag waving outside his home was too noisy.

SOUNDS LIKE AN OPERA

A rare Italian viola was stolen from the Chicago Symphony Orchestra and turned up a local flea market where it was purchased by junk dealer Boisie Watson. It was

then stolen by his common-law wife Quintella Benson who gave the 274-year-old instrument to building owner Robert Heiss in exchange for rent. Heiss took the viola to be appraised, but the dealer recognized it and phoned the police.

In the interim, Benson and Heiss hired someone to kill Watson, but the "hit man" was an undercover FBI agent. The viola was returned to the orchestra, Watson was convicted of trafficking in stolen goods, Heiss and Benson pleaded guilty to conspiracy to commit murder. Before going to seperate prisons to serve their sentences, Watson and Benson were reconciled and married.

POLICE TRUCK

An elite police squad in Nairobi, Kenya was organized ago to combat a rash of car jackings, bank robberies and brutal murders. After three years, the unit was disbanded when it was discovered several of the officers were implicated in not only the original crimes, but additional thefts of recovered money, torture and rape of suspects and looting of suspects' homes.

GOOD REASONS

After seeing a bus run a red light, a police officer in Berlin, Germany pulled the vehicle over to discover the driver was, in fact, an 18-year-old boy. It turns out he had stolen the bus to make it to his court date on time. He was facing charges of "driving and taking away and leaving the scene of an accident."

ANCIENT CHINESE SECRET

The owner of a liquor store in Lexington, KY thwarted a robbery by pretending he did not speak English. When the thief demanded \$100, shopkeeper Meng Choi activated the silent alarm and told the man "I have nothing that costs \$100." The robber was still trying to make himself understood when the police arrived.

PARKING WOES

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full. Often this blue sticker lot still has cars with green resident stickers filling slots when she arrives in the morning.

If the parking restrictions go into effect, she will probably park on streets a little further away, she said.

Ryan P. Anderson, president of the FSC Student Government Association, spoke against the restrictions at the Fitchburg City Council meeting that unanimously approved the new measure.

Anderson said that a compromise solution might be to limit the time of the parking ban to between 4 p.m. and 8 a.m., allowing students to park on the streets during the day. He plans to attend the Legislative Committee meeting where details of the parking ban will be determined.

"I've been trying to talk [the new parking restrictions] up, to let people know what is happening," Anderson said. "People are not happy," he added.

Not all students are unhappy about the proposed resident-only parking restriction. Steve and Matthew Fontaine, and Chris Watkowski, seniors at FSC who live on Cedar Street, are in support of the new restriction.

Matt Fontaine said that he agreed with the new restrictions because while he can't park in the college lots, campus residents can park in front of his house, taking his parking spot.

FSC parking rules do not allow non-resident students living within a

10-minute walk of the campus to obtain any type of campus parking permit.

While use of the shuttle bus from the Civic Center is recommended by Straight, Flynn, and McNamara, Anderson is not convinced that the shuttle is an appropriate solution. It is fine during the day, he said, but it does not help students returning to campus at night.

Anderson said that the college has recently changed the North 1 lot, located on the west side of North Street, into a 24-hour lot for residents, allowing them to leave their cars parked there after 8 a.m. This change is a trial measure until the end of the semester and its continuation will depend on students complying with snow removal procedures, he said.

Straight originally proposed the resident-only parking restriction for Cedar, Pacific, and Rice streets, in addition to upper Highland Avenue between Ross and Holman streets. He will amend the petition to include only Cedar and Pacific streets, he said.

"I will propose restricting the time frame for a year, and see if it works," Straight said, adding that this program will be used as "a guinea pig." At the end of the year it will be reevaluated, he said.

The petition was passed by the city council and was sent on to the Legislative Affairs Committee where specific details of the measure will be determined. Anderson expects it to be in effect by next semester.

DROP DEAD

Continued from page 4

for everyone characters cursing and shooting each other, dragging dead guys off stage "all the things students like to see," according to DiCarolis.

Above all, timing is everything in this play. Whether it is the aging actress's delayed gasps, or the "classically trained" actor's dash for the spotlight at the mention of snow, the near perfection of the lines and actions keeps this play flowing seamlessly from laugh to giggle to roar.

An hour and a half of slapstick humor and exaggerated comedy gives us a tear-wiping, uproarious good time. Keep the two aspirin - watch the play and you'll feel better in the morning.

Performances: December 7, 8 and 9, at 8:00 p.m., Percival Hall. Tickets may be purchased at the door \$3 for students, \$5 general admission.

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